

# No Time Orders to be Shipped in 1902 after October 1st.





HE present rate of increase in the Larkin business is tremendous. The growth of our plant is constant, yet, at present, it is unequal to the increase in our customers' demands. We are making every preparation for the prompt shipment of every cash-in-advance order now and throughout the year. To insure this, however, during the rush of business which always attends the months named, our Directors have decided that it is necessary to reserve our entire manufacturing resources for prepaid orders. We shall endeavor to make this decision so widely known among our millions of patrons that no one will be taken unawares and disappointed.

None but CASH ORDERS will be filled during October, November and December of this Year.

If the present planned increase in our facilities enables us to outstrip the demand, it will give us pleasure to resume the filling of time orders early in 1903.

Established, 1875. Larkin Soap Co. Buffalo, N.Y.

# The Larkin Second YP

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### THE DAYS OF LONG AGO.

By DAISY H. MEADE.

Edith, seven summers old, with locks of shining gold, Is as sweet a little maid as you could know; But a little dreamer, she, and she fondly longed to be A princess in the days of long ago.

As she lay upon the rug, by the fire, so warm and snug, And gazed with dreamy eyes into the blaze, A sweet fairy came, and lo! took her hand and bade her go Through Dreamland back to those romantic days.

Behold the palace hall, and the fairest maidens all Awaiting her commands while bowing low! And the Queen's own self beside, she sits in stately pride, A princess in the days of long ago.

But the palace seemed so grim, with candles burning dim,

"Turn on the lights" she cried, "by my desire,"

"And it's really chilly here, and the rooms seem damp and drear; Please have the servants light the furnace fire."

Then the whole court, in surprise, looked up with wondering eyes. But no one made reply except to bow, Until the Queen to her request, said: "My child, you surely jest; Or else find voice in strangest riddles now."

Then, as she gazed around in wonderment, she found The things she had requested were unknown: While no locks upon the doors, no carpets on the floors, And other strange defects were clearly shown.

Soon they took her, through the gloom, to the splendid banquet room, And once again her wonderment was great: Just imagine being led to a royal banquet, spread Without a single spoon, or fork, or plate!

But the very worst of all was when she gave the call To her maidens to assist her to retire; "I am very tired," she said, "and I want to go to bed." So they curtsied and awaited her desire.

"Pray bring my bath," she cried, "and a cake of Larkin Bride, Put the Talcum and the towels on the chair; And tell me, if you please, why you look so ill at ease, As you all appear to stand and idly stare."

"Royal Highness," ventured one, "we would very gladly run To grant your pleasure, be it e'er so slight; But the 'Bride' for whom you call is unknown within our hall And this 'Talcum' is a stranger to us, quite."

"Stupid maidens," she replied, with a flush of royal pride, "Is it possible you don't know Larkin Soap? And no toilet is complete without powder smooth and sweet; You're not denying this is true,—I hope!"

"'Soap?'" one half questioning said, while another shook her head; "'Powder,'" cried a third, "what can the princess mean?" While a fourth in accents sad, cried, "The princess must be mad!" Another ran in haste to call the Queen.

The poor princess half in tears, trembling with her doubts and fears, Was indeed a sorry figure to behold,
When her own dear mother said: "Get up, dear, and go to bed;
I fear that you will catch your death of cold."

Then she rubbed her eyes and smiled, like a very sleepy child, And hugged her mother close and whispered low: "Mamma dear, I tell you what, I am glad I'm me and not A princess in the days of long ago."

### To Ye Editors LARKIN IDEA:-

I think I should enjoy the prize subjects printed from time to time in The Larkin Idea if it were not for that word "genre"; that is all I can see. I have tried it on half a dozen clerks in the office this morning and all claim they never saw the word before. They said that to get out of pronouncing it; that also let them out of defining it.

The Standard Dictionary gives an unpronounceable pronunciation for it. The Encyclopædic Dictionary helps me out, so that I am now prepared to give the correct pronunciation and discourse upon it quite learnedly, having done just what ye editors did before you first put it in your paper; namely, studied the dictionary. The word is French.

Now, when I get so that I can summer on the shores of Lake Erie, hire a French teacher and notify all my

friends that I am studying French, I have no doubt I shall see the artistic in your "genre" subjects. Until then, as an Anglo-Saxon, I believe in speaking the plain Anglo-Saxon, language. The man who uses a fiveletter word when a four-letter word would do as well is a sinner, and if I were the Government I would put a high tariff on the importation of French products of this kind. Think of the poor girls and boys' (to clothe whom mothers are struggling, while they hustle to get a Chautauqua Camera) having to go off and buy an unabridged dictionary before they can enter the prize contest, simply because of a wart or some other tubercle that has grown on the inside of the cranium of some one of ye editors!

Now, what is a "genre" subject? A Larkin Soap box with two wheels, a goat attached to it and a dog in the box is *genre*; also, a Larkin Soap box full of dirt with two boys playing in it. The Club-of-Fourteen (p. 15, September number) is also *genre*. The back yard of one of our customers is a land-scape, but if you take a picture of it with a chicken in the foreground it would be *genre*. A scene from Hamlet is likewise *genre*.

If I were to guess at what the man who found this word in the dictionary was trying to accomplish, I should say that he meant to confine the pictures to common scenes of life, but genre is entirely too genre for this classification. The artist for want of a name for pictures of life and manners, something transitory, lumped them all together and called them genre, which means the same as kind.

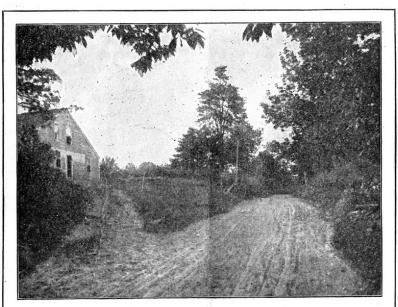
I thought there was probably one virtue in the name, in that it would drive every person to the dictionary and he would become familiar with a new though quite useless term, but I have found by my canvass this morning that even this is not so; they skip it, just as I do the ordinary author's French lines taken from the back of the dictionary.

I put much emphasis upon this, knowing it to be a kindness to one hundred fifty thousand of our valued patrons.

W. R. HEATH.

Our dear Fellow-Director, Mr. Heath:

We congratulate you, first of all upon your perspicacity in recognizing the superiority of our Encyclopædic Dictionary over the Standard. It may be rash, but we indulge in the hope that the truth may in time percolate into the minds of the good people in the General Offices that the Sales Department has an ulterior object in employing the unusual word "genre"; viz., to remind Larkin patrons that in the offer of the Encyclopædic Dic-



"THE ROAD TO WARWICK."

AWARDED FIRST PRIZE OF \$2.00 FOR LANDSCAPES IN AUGUST CONTEST.

TAKEN WITH OUR CHAUTAUQUA CAMERA BY MRS. F. M. FOSS, WARWICK, MASS.

tionary in four volumes, bound in onehalf leather, free with a \$10.00 Combination Case of the Larkin Soaps, we give the greatest value contained in any of our offers and here effect the most remarkable saving. Tens of thousands of sets of this edition of the Encyclopædic Dictionary have been sold alone at \$25.00, while we offer precisely the same work with \$10.00 worth of Larkin Soaps, both for \$10.00. Our arrangements with the publishers of the Dictionary are so perfect that prompt deliveries of this work are guaranteed always.

We commend you, Mr. Heath, as a man always bent on doing kindnesses. The latest office boy, the hundred fifty thousand LARKIN IDEA readers, and the two or three million Larkin patrons are all alike within the scope of your well-doing, but remember that we, like Mark Twain's proxy who climbed the Wetterhorn for him, to make his *Tramp Abroad* complete, because the guide-book said that no tour could be complete without it, occasionally use a foreign word "to adorn our page" and "because all authors who write elegantly do so."

Of course the supposition is that the writer will use the language with which he is most familiar, and that a French word or phrase will be used only when he lapses unconsciously into it, where the delicacy of his point cannot be conveyed in English; but it isn't so. Most of us who use French drag it in by the heels, just to make you think that the above supposition is true, and as we editors must continue the practice of showing due deference to tradition, you should recommend to all non-possessors the early purchase of the Encyclopædic Dictionary; for THE LARKIN IDEA will continue to be an educational journal, driving you frequently to a dictionary-nothing less than the Encyclopædic Dictionary.—The Editor.

### SOME OF OUR TROUBLES.

Frequently customers who complain that wrong goods have been sent them by us, are convinced, after more or less correspondence, of the accuracy of our office system, and of their carelessness in preparing their orders as the sole cause of trouble; seldom, however, does one forget courtesy in dealing with us and become as ungracious as the careless woman herein mentioned, who never takes the trouble to sign her initials.

Recently we received an order from Mrs. Coumbe, No. 2 Clegg Court, Cleveland, Ohio, and among the Soaps she ordered "16 bars White Woolen, \$1.60." As we list White Woolen Soap at 7c. per bar, we filled the order by sending the customer 23 instead of 16 bars of White Woolen.

The customer wrote us that she ordered 16 packages of Boraxine instead of 23 bars of White Woolen. It was then apparent that she had intended to order Boraxine but had ordered White Woolen instead. This we explained in our reply, advising her that as the error was her own we could make the exchange only upon payment of charges. To this we received a vigorous protest, in part as follows:

"Cleveland, July.

"LARKIN SOAP CO .:

"In reply to these two letters before me I would like to say this much. When the mistake was made on your part, be gentlemen to own up to it, as I ordered the Boraxine and you sent me White Wools Soap, etc."

The letter was NOT SIGNED. (Also omitted name of State and date of month.) We were able, however, thanks to our comprehensive office system, to identify this letter as Mrs. Coumbe's, notwithstanding our millions of patrons and thousands of letters received daily.

She closed by asking that her orderblank be returned, if we thought the mistake was hers, so that she could see for herself. While this request was unusual we complied, asking her to return the order to us after inspection, as it was a part of our records.

A few days later we were notified by the postmaster at Cleveland that there was a letter for us in the office held for "postage due." We forwarded the necessary stamp and in time received the letter, which contained only the order-blank from Mrs. Coumbe; having been convinced of her own error, to her evident disgust, she enclosed it to us without paying postage.



"IN BROTHER'S CLOTHES."

AWARDED SECOND PRIZE OF \$1.00 FOR GENRE SUBJECTS IN

AUGUST CONTEST.

TAKEN WITH OUR GUNDLACH CAMERA BY MRS. F. M. FOSS,

WARWICK, MASS.

### SOAP.

It is very much better to buy soap in a large quantity. Put it away unwrapped on a paper in a dry place and let it dry thoroughly before using. You will find that it will last longer than if used fresh, and by purchasing a new supply before the old is exhausted you will economize largely in this important house-keeping item.—Rome Sentinel.

### THE LARKIN YOUNG FOLKS

D

The parents and young folks who have waited with some anxiety for the appearance of portraits in The Larkin Idea may be assured that the photographs were heartily welcomed and the kindness of the senders appreciated.

In most cases the reason portraits are not printed is because the photographs do not possess the essentials of strength and clearness necessary to make satisfactory reproductions. Those not acquainted with engraving processes may suppose that all photographs can be

reproduced, but the engravers' best endeavor cannot make creditable cuts from some of those sent to the Young Folks' department. We regret the disappointment it causes many faithful workers in the great army of Larkin Premium earners.

It is best to address all letters and photographs intended for this department to the Editor of The Larkin Idea. Do not write on any other subject and don't be afraid to write the letter yourself. Anyone who has earned a Larkin Premium is capable of telling others how it was done. If the girls and boys will tell of their

success in their own words, we are sure it will be more interesting to others.

Warren Brooks, Milton, Pa., writes: "I am a little boy eleven years old, and have sold a great deal of the Larkin Soap. I have obtained a good

many nice Premiums. Mamma has a Larkin Club-of-Ten and I deliver the Soaps for her. We all like your Soaps and Premiums very much."

Mrs. John Walsh, Peekskill, N. Y.,

writes: "I enclose the photograph of my little girl, Margaret, who is ten years old. She has been very successful for a girl of her age, having secured three \$10.00 orders for the Larkin Soaps. I am sure no one could expect finer Premiums than you give, and no one would want

better Soaps than yours. We wish you abundant success."

Ethel Caswell, Delavan, Ill., writes: "I have sent you several orders for the Larkin Soaps in my papa's name, and I have a Larkin Club-of-Ten almost organized.

"I have a friend who has also sent you a number of orders, and we intend to have a little store in which to sell your goods. My customers often come to our house and ask for your Soaps. Often I do not have them, but the plan I propose will enable me to supply the needs of all who want your Soaps



WARREN BROOKS.

MARGARET WALSH.

and Toilet Preparations.

"I am fourteen years of age, and enclose my photograph."

Mrs. E. G. Planck, Columbus, O., writes: "I send you a photograph of my little girl, Lillian May, who has



ETHEL CASWELL.

sent you orders for \$30.00 worth of the Larkin Soaps. She is ten vears old and takes great pride in the Premiums she has earned."

Mrs. L. Black-

smith, Wilkesbarre, Pa., writes: "At

the present time I am Secretary of two Larkin Clubsof-Ten. Next month I will send you the first order for the third Club.

"The order I send with this letter is the last one of the first Club, and all of



LILLIAN MAY PLANCK.

the members are much pleased with the Soaps and Premiums they have received.

"I enclose the photograph of my daughter Frances, who has been a great help to me in conducting the Clubs. She has taken all the orders. filled out the order-blanks and delivered all the Soaps.

"The Premiums I have received are as follows: Two Woven-wire Springs, two Mattresses, three Dining Chairs, Morris Chair, Reclining Chair, Sewing Rocker, Comfort Couch, No. 3 Chiffonier, Oil Stove and Oven."

Mrs. Elizabeth Garretson, Tacony, Pa., writes: "I send you a picture of my son Leyland, aged twelve years, who, in four days after school, earned a \$10.00 Larkin Premium. He was so well pleased with his first effort that he wishes to be enrolled with the Larkin Young Folks.

"I have two Larkin Clubs-of-Ten in operation, and two more are nearly ready to begin sending orders. work is so pleasant in connection with them that I would like to conduct twenty-five Clubs at one time."

A special opportunity is given the boys to earn Certificate Premiums by sending us empty Larkin Soap boxes in perfect condition, with covers.

Almost every neighborhood abounds in them and it is not a difficult task to collect them. Generally people will gladly assist the energetic boy who is seeking to benefit himself and his community. Read "Teddie's Conundrum" (on page 10), and our advertisement on back cover page.

### AN ACKNOWLEDGMENT.

Yes, I'll be there: at Mechanics' Fair, And hope to test your perfumes rare; And if by chance you don't see me, (For I weigh only one hundred and ninety-three,)

You may know I am there just the same-

> Singing aloud the Larkin Soap fame.

A. I. THOMPSON, Woonsocket, R. I.

Barcelona, Spain, is an important European soap manufacturing center, there being over one



FRANCES BLACKSMITH.

hundred soap factories in that city. According to the Soap Gazette and Perfumer the annual product of all their factories combined is considerably less than that of the Larkin factories.



### The Larkin Idea.

PUBLISHERS' ANNOUNCEMENT.

The subscription price of THE LARKIN IDEA is 50 cents per annum.

It is published on the first day of each month, and will be mailed to any address in the United States or Canada for one year upon receipt of the subscription price.

Back numbers cannot be furnished. THE LARKIN IDEA will be mailed free for one year to every sender of three Orders for the Larkin Soaps within twelve months. To one who continues to send Orders, the paper will be mailed regularly until twelve months after the date of receipt of the last of three orders received within a year.

Short contributions are requested from any patron who has something to say that will interest others.

### Larkin Soap Co. Publishers.

FACTORY-TO-FAMILY
SOAPMAKERS, PERFUMERS, CHEMISTS, REFINERS.
Factories and General Offices: BUFFALO, N.Y.
Established, 1875.

Capital, - \$3,000,000.

Branch for West-of-the-Mississippi patrons: PEORIA, ILL.

LOCAL SHOWROOMS:

211, 213 N. Broad St., PHILADELPHIA, PA. 662, 664 Broadway, E. D., BROOKLYN, N. Y. 49 Barclay St., and 52, 54 Park Place, - NEW YORK CITY.

### FROM FACTORY TO FAMILY.

Manufacturers create value; middlemen add cost. Most manufactured goods are sold to the consumers at from two to four times the cost of production. This is because the goods pass through many hands; from the factory to the sales agent, from the sales agent to the wholesaler, from the wholesaler to the retailer, from the retailer to the consumer. Each "middleman" adds his expenses, his losses, his profits, etc.; all this is piled up in the retail price, and must be paid by you!

The Larkin Idea: Save all cost which adds no value.

Empty Larkin Soap boxes have a value. See our offer on last cover page.

Beginning with the first of this month we shall be unable to accept thirty-day orders during 1902.

This does not affect our liberal offer of thirty days' free trial. Any patron

who is disappointed in Soaps and Premiums is assured that no transaction is complete until the customer is satisfied.

This is our twenty-seventh and our greatest year. Efficient and unceasing effort in behalf of our patrons is the cause of our unprecedented success. For the benefit of our patrons in three localities we have this year established branch warehouses which insure lower freight charges and more prompt deliveries.

From a small beginning our plant has grown to occupy eighteen acres of floors, with \$3,000,000 invested in it. Big enough to insure absolute protection to all who send cash with orders.

Soon it will be time to prepare for Christmas. Order goods early and avoid the rush which is sure to come later. It is better to have Soaps and Premiums a few weeks ahead of time than a few days behind.

# FURS AND SOAP COST MORE. Scarcity of Former and Combine in Latter the Cause.

Soap, not the luxurious perfumed brands, but the soap of the laundry and kitchen, has gone up in price and has disappeared from the bargain counter. Furs have gone up, too, but not for the same reason. Soap-makers have a combination, it is said; hence the higher prices.—Chicago Post.

### EXPOSURE OF FRAUD.

The Larkin Soap Co. is interested in exposing all swindles in connection with Soap. All who have been defrauded by traveling fakirs, please write us particulars. All communications are treated in confidence and for the benefit of the public.

We never employ traveling soliciting agents, All are swindlers who so represent themselves.

### FOUR SUGGESTIONS.

1st. Never buy soaps from traveling agents who are unknown to you, and to all people in your community.

2nd. Never buy soaps not made by a well-known manufacturer. There are a hundred thoroughly responsible and well-known soap manufacturers; it is not necessary to go outside of these for soaps.

3rd. Buy no goods of any kind on the promise of a premium, unless the premium is to be delivered with the goods.

4th. Pay no money to any traveling agent for any article until delivery of satisfactory goods is made.

### THEY ARE FRAUDS.

Lottie E. Sylvia, New Bedford, Mass., writes: "There is a company in Boston, Mass., called 'The Ladies' Household Companion' giving away premiums after a certain number of papers have been taken. They tell me their premiums come from the Larkin Soap Co. Please inform me if this is true. Their place of business is at 60 La Grange St."

Mrs. A. E. Ash, E. Somerville, Mass., writes: "A man told a neighbor of mine that your Company now worked through central agencies. He was one, and he said the customers got their Premiums through him with no expressage to pay. Let me know if this is so."

### (Our reply.)

All Larkin Soaps and Premiums are sold f. o. b. cars at Buffalo, N. Y. We employ no solicitors; hence, you can always know as a fraud any stranger soliciting orders in our name, and any one offering free delivery of our goods.

Weymouth, Mass., Aug. 13, 1902. LARKIN SOAP CO.

Gentlemen:—I wish information about two men who were going through our village a few days ago. One called at my door and said he was a traveling salesman for the Mutual Larkin Soap. He was quite disagreeable to one of my neighbors. Was he sent out by your firm or is he a fraud?

Sincerely yours,
Mrs. Charles E. Bicknell.

Buffalo, N. Y., Aug. 18, 1902. Mrs. Charles E. Bicknell

Dear Madam:—We employ no traveling men whatever and the men in question are undoubtedly swindlers. The information you give us, however, is very meagre. Can you inform us more particularly as to the representations made? Have they sold any goods in your town? Can you send us a wrapper taken from the goods, especially if any bears the name "Larkin"?

Sincerely yours,

LARKIN SOAP CO.

Weymouth, Mass., Sept. 5, 1902. LARKIN SOAP CO.

Gentlemen:-In regard to the socalled agents about whom I wrote you. I think we may rest easy about their obtaining purchasers for Soap, as I find no one who bought of them. They would inquire if we purchased of the Larkin Co. and if we did, would invariably turn away and go to the next house, sometimes asking how long since we had received or given an order. They must have found it very discouraging in Weymouth, as nearly everybody in the village uses Larkin's Soap. There were six cases besides mine delivered on the same morning, and they are coming all the time, which speaks well for the Company.

> Sincerely yours, Mrs. Chas. E. BICKNELL.

### IT CAN'T DO IT

A concern in Ohio operating under the impressive name of The Pure Food Co, makes the conscienceless statement that a shaving soap in which they deal, "while shaving imparts a fine edge to the razor!" Such offers are aimed only at the gullible.

### TEDDIE'S CONUNDRUM.

D

BY ELLA H. MINER.

We were seated about the table one evening, each deeply absorbed in some occupation. Suddenly Teddie, a bright lad of ten summers, caused us to look up by asking, "Why is the Larkin Soap Co. like Nature?"

Now Teddie had reached the conundrum age; perhaps all boys do not have such an age, but Teddie had. We were never surprised at being asked to guess anything in the form of a conundrum, original or otherwise, at any time of the day. In fact I believe he dreamed of them, but somehow this was different from any we had heard before, and all looked amused as well as interested.

We observed he had the September number of The Larkin Idea in his hand. He often studied the Premium List and was quite well informed about all the Larkin Premiums that could possibly interest a boy. He greatly enjoyed the pictures, and some of the reading in The Larkin Idea. Before we sufficiently recovered from our surprise to attempt an answer, he again repeated, this time slowly and impressively, "Why is the Larkin Soap Co. like Nature? Can't any one guess? Can't you, Mamma?"

Finally his mamma said, "I think it must be because their excellent Soaps and Toilet Preparations are fragrant, like Nature's sweet flowers."

"Wrong" said Teddie.

His papa thought it must be, because the use of Larkin Soaps left everything so clean, bright and fresh, like Nature after she had bathed her face in April showers.

"Wrong" said Teddie. "Well, Papa, the boys will have something to do to guess the answer, if you can't." Teddie had great respect for his father's opinion, and if Papa could not guess his conundrums he thought they must indeed be deep. We "gave it up" and asked him to tell us.

"Why, because they utilize all the waste." Seeing we still looked puzzled, he continued: "Mamma, you told me about Nature's using all her waste material so that nothing is ever lost. She is constantly using it over again, changing it, so that which looks like waste from one thing is made to provide something else, as beautiful flowers, fruits and vegetables are nourished by waste material from another growth."

"Very true, my son," said Mamma;
"I am glad you remembered so well
our last Nature study, but what has
this to do with the Larkin Soap Co.?"

"Why Mamma, they say here on the top of the last page of the September number of THE LARKIN IDEA, 'Each utilization of a waste is an advance in civilization,' and they tell us how we can earn beautiful Premiums by saving all the soap boxes and returning them to be filled again. They save expense in selling and give to us, you know, and now I think it is just jolly of them to let us boys have a chance to save the boxes for them. I intend to get the Handy Sign Marker for the first dozen I can collect; why, I'm sure we have that many now, if Papa has not used them for kindling wood. Well, I shall see that they are put away carefully after this, for they must be in good condition."

By this time we were all impressed with the depth of Teddie's conundrum and though we were all in possession of the knowledge of the direct and economical way the Larkin Soap Co. conducts its business, giving to the consumer the middleman's profit, yet Teddie's conundrum furnished us all with food for reflection; and I thought, give a boy an object for which to save and how quickly and eagerly he will learn the lesson! And what a widely known teacher! If more of our business men would adopt such a motto, how quickly it would educate our young to look after small wastes!

Then I thought of Edward Bellamy's Looking Backward, and of the wonderfully delightful plan of living that Dr. Leete described to Julian West, and I wondered if THE LARKIN IDEA was not the first step in the right direction to make the problem of living less troublesome and more of a delight. If all the business firms we deal with treated us as generously for our money as the Larkin Soap Co. we might feel we were beginning to realize something of the grand plan that Dr. Leete described. I wish Teddie's conundrum could call the attention of all the world to Larkin's axiom: "Each utilization of a waste is an advance in civilization."



Our contract with the makers of this beautiful little Watch, enables us to offer in it our best Watch value. This opportunity is temporary, as we are notified by makers that our next con-

tract will cost us 20 per cent. more. Seth Thomas full jeweled, damaskeened movement, guaranteed; a cut compensated expansion balance wheel, patented safety pinion; anchored lever escapement not in cheap watches. Stem wind and set. Beautiful enameled porcelain dial, delicately tinted, with minute-marks of dots of Silver and five minute-marks of Gold, with dark blue Arabic numerals, and Louis XIVth pattern hands heavily Goldplated and guaranteed untarnishable. Case is stamped "Warranted U. S. Assay," and has on back a handengraved eight-pointed star set with a real Rose Diamond of good size and brilliantly cut. Geneva antique bow and fine ground lintelle flush crystal. Very compact and thin; i. e., 3/8 of an inch thick and 11/2 inches in diameter. The ensemble gives a rich and expensive appearance. It is a gem.

It is free for twelve Certificates; or given with \$10.00 worth of the Larkin Soaps, for \$18.50.

### WE DIDN'T KNOW IT WAS LOADED.

The Christmas number of THE LARKIN IDEA contained a description and an excellent illustration of our Parlor Table No. 630. While this Table has always been an exceedingly popular Premium, our patrons being ever quick to recognize value, we were hardly prepared for the influx of orders which our page advertisement brought forth.

By crowding our manufacturers to the utmost we were able to keep ahead of our orders. The summer lull has enabled us to get a small stock and we are now able to fill orders for No. 630 Tables promptly.

### WE RECTIFIED THE ERROR.

A customer in Martin's Ferry, writes: "I received my order all O. K. except there was four babies short. I ordered eight and only received four. Please send them by mail and oblige."

## THE LARKIN CLUB-OF-TEN

What a Dollar a Month Will Do

There are many Larkin Clubs-of-Ten which have not developed the entertainment side of the organization. It has been neglected, in most cases, from failure to grasp the possibilities that are within reach of all.

The primary object of all Clubs is to obtain the Larkin Soaps and Premiums. But there are other benefits that should not be disregarded when so little exertion is needed to get them. Make the

Clubs social, literary, musical, entertaining. Those who are doing this are delighted with the results. A satisfaction will prevail that assures a greater permanency to the Clubs.

The time is near when most people will seek their pleasures indoors. Every Club Secretary should appoint a committee to provide a program for each meeting. Try the suggestion; then tell THE LAR-

KIN IDEA readers of your success.

Many letters from mothers who are Secretaries of Clubs commend the helpfulness of their children in conducting Clubs. There is no better way to lay the foundation for future usefulness than by alloting to them a part of the Club's duties. Read what Josephine Keller says on page 16.

Miss Sadie Greenough, Lisbon, O., writes: "Enclosed please find my

photograph. I am Secretary of a Clubof-Ten which is nearing a successful close. We still have two more orders to send you and thus far all of the members have been well pleased both with the Soaps and Premiums. I have been selling your Soaps for the past two years and expect to continue. We can not say enough in praise of the Larkin Soaps."



Mrs. Jennie A. Kittredge, North Walden, Vt., says: "About two years ago I obtained a Morris Chair and a 100-piece Dinner Set for selling the Larkin Soaps; I liked the Soaps and Premiums so well that I decided to organize a Larkin Club-of-Ten. I explained the method to my friends and neighbors and easily secured twenty names (two Clubs). My soap trade has increased steadily, and I now

have eight names toward my seventh Club. It is easy and convenient for any one to secure Soaps and Premiums by paying \$1.00 a month.

"A lady who was a member of the first Club I organized told me she was lonesome without the Larkin Soaps in her house and wanted to join the next Club when it started. I find that your Soaps have only to be tried to be fully appreciated.

"I collect the cash and deliver the Soaps each month and give each one the extra 50 cents' worth. I have several of the Larkin Premiums and enjoy them very much. Hope to send you many more orders and thank you for your promptness and fair dealing with me."

Mrs. Isabel White, Attleboro, Mass., writes: "I am in receipt of your check for

\$1.00 covering your agreement for Larkin Club-of-Ten photograph.

"I have organized four Clubs. As every member of each Club is entirely satisfied with the Soaps and Premiums, I know that I shall have no difficulty in organizing many more Clubs. The plan is so plain and sensible it appeals without argument to every woman who believes in spending wisely the money at her command."

Mrs. Nick White, Corunna, Mich., writes: "On August 23, we had a



MRS. JENNIE A. KITTREDGE.

Larkin Club picnic at McCurdy Park. It was a lovely day, and many remarked that the day was in keeping with the Soaps and Premiums they had received. There were three Clubs and their families present, and much was said in praise of the Larkin Soaps and Premiums.

"This is my first year in organizing Clubs and securing Recommended Orders and I have been quite successful, as we have a Maid o' the Mist, an Honor Bright and a Modjeska Club. I have sent in five Recommended Orders and hope to do more in the future as all are so well pleased with the benefits they have received.

"We had our pictures taken and will send you one for THE LARKIN IDEA as soon as finished."

Mrs. F. Nichalson, Baltimore, Md., writes: "Allow me to express my



A LARKIN CLUB-OF-TEN, MRS. ISABEL WHITE, SEC'Y, ATTLEBORO, MASS.

thanks for your kindness in sending me The Larkin Idea, as I find its contents very interesting. It keeps me well informed about your business and makes me feel as though I know the firm and all the writers, personally.

"The Club-of-Ten of which I am Secretary has been quite successful; your Soaps and Premiums are all you advertise them to be. Mrs. Graber has received her McKinley Rocker and is more than delighted with it. She is also pleased with her Hall Rack.

"I am now about to organize another Club, as we always have some of our friends with us when we receive and distribute our Cases of Soaps, and they have found it so pleasant, they wish me to form another Club.

"The ladies in the Club call themselves the Larkin Soap Delegates, and we have all become known as such, causing a great deal of amusement.

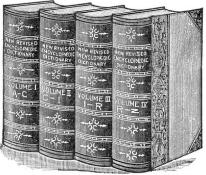
"I have received quite a number of your Premiums; i. e., Morris Chair, Table, Pair of Bronzes, Silver Cake Basket and Music Cabinet, and they are all exactly what you represented them to be. There cannot be too much praise for your Soaps and Premiums, and above all your truthful and straightforward way of doing business; therefore, I wish you all the success the world can give, and promise my earnest support."

### FOR LONG EVENINGS.

Long evenings invite one to books. No reading can be entirely satisfactory and comprehensive without the aid of a good dictionary. Everybody should have one conveniently placed for reference. It is surprising how much can be learned about the common words in use, and when a strange word is encountered a dictionary is needed that will furnish exhaustive information.

There is no better dictionary than

the New Revised Encyclopædic. On page 2 of this number an experience is related which is one of many instances where its superiority has been proved. No matter what the word is the Encyclopædic tells all that any dictionary will and more than most of them do. It is a mine of useful knowledge—a library in itself.



Three hundred thousand have been sold for \$20.00 a set of four volumes. They are worth it, in the usual way of book-selling. As a Larkin Premium these four immense volumes, in half Russia binding, are offered free for six Certificates; or given with \$10.00 worth of the Larkin Soaps, for \$10.00.

A book user needs a suitable table, one that is convenient, substantial and ornamental. The Chautauqua Library Table No. 4 is the best Library-table



offer we have ever made. Polished Quartered-Oak, Golden Oak finish, in a design suitable for any room. Top is  $24 \times 36$  in.; a large shelf,  $13 \times 27$  in., and drawer,  $17 \times 17$  in. The fluted legs are 3 in. in diameter. The rails on all sides are hand-carved and the finish is the best that skilled workmen can produce. Shipped knockeddown, to save freight charges; full instructions for easily setting up. No illustration can portray the substantial elegance of this table.

Free for six Certificates; or Table with one \$10.00 Combination Case of the Larkin Soaps, for \$10.00.

For reading and general purposes the Library Lamp, while out of the way, gives a strong light, is convenient and ornamental. It has gold-finished



metal trimmings; each Lamp has 24 cut-glass prisms; hangs 32 inches from ceiling when closed; 61 inches, when extended; has Central-draft Burner, with new ratchet movement in the chimney gallery, and no mechanism on the inside of the fount, allowing the Lamp to be lighted without removing the fount from the bowl of the Lamp. Handsome hand-painted decorations; best quality of gold-finished

metal work on all metal parts. Fount holds I qt. of oil. Fount-holder and shade beautifully tinted in Robin's-egg Blue, blending to a rich Brown at the base, and decorated with Chrysanthemums and two shades of green tinting.

Free for six Certificates; or Lamp with one \$10.00 Combination Case of the Larkin Soaps, for \$10.00.

### SAFEGUARD CARBOLIC TOILET SOAP.

In The Larkin Idea for September we announced that two popular and excellent soaps would be added to our list this fall. The Safeguard Carbolic Toilet Soap may now be included in a combination case of the Larkin Soaps. The price is twenty-five cents a box, which is odor-proof and contains three cakes.



It is a fine Toilet Soap to which is added five per cent. of medicinal carbolic acid, its unpleasant odor neutralized as much as possible.

Carbolic acid, with which this soap is medicated, is highly esteemed by physicians, surgeons and nurses as a curative, antiseptic and disinfecting agent.

### THE LARKIN LETTER-BOX

Dennison, O., Sept. 1, 1902. LARKIN SOAP CO.

Gentlemen:—

Many a day I have sat in a dream Just wondering what to do;

But hap ning to think of a business plan,

I went at it and put it through.

The work was pleasant and profitable—Give praise wherever you can—And there is no secret about my job; It's working the Larkin Club plan.

Just call on your neighbors and treat them fair,

And then you'll be on the right track; But one thing I'll speak of before I forget,

They all say: "Be sure and come back."

So when on my friends the next time I call,

I step up and knock on the door; They always say, with a welcoming smile,

"Larkin Soaps? You may bring me more."

Very truly yours, C. E. WATERS.

Mrs. Polly Palmer, Jackson, Mich., writes: "The order sent you today makes eleven \$10.00 orders I have sent you in nine months, besides doing my own housework. We live on a farm of 240 acres. Don't you think that is doing pretty well for a farmer's wife?"

Mrs. E. F. Schwecter, S. Bethlehem, Pa., writes: "Please accept thanks for THE LARKIN IDEA, which I receive each month. I find great pleasure in reading it. During the past three and a half years I have sold ten boxes of the

Larkin Soaps, for which I have received ten Larkin Premiums and six Certificate Premiums. I hope to obtain many more.''

Mrs. Walter S. Tripp, S. Thomaston, Me., writes: "Please accept my thanks for The Larkin Idea, which I enjoy reading every month.

"I have used the Larkin Soaps for about five years, and my several beautiful Premiums, including a Chiffonier received with my order last week, are greatly prized. I always speak in the highest terms of the Larkin Soap Co. Hope to send you another order in the near future."

Josephine Keller, Newark, N. J., writes: "I wish to express my thanks for the assistance you have given me which has helped me succeed so well in the 'Soap business.' I have been selling the Larkin Soaps for the past four years, getting up my first order at the age of II. I have been successful in getting about seventeen of my scholars (as I call them) to buy the Larkin Soaps and I have had good success in conducting a Larkin Club-of-Ten. In all we have had about \$300.00 worth of your Soaps.

"As I grow older I can more and more appreciate the kindness of my parents in allowing me to engage in the 'Soap business' at such an early age. It has been pleasant employment and I have interested many others by telling them the story of 'How I succeeded in selling Larkin Soaps,' to such an extent that they are now engaged in the same business. A little girl of three years said to me the other day, 'Josie, I's doin' to sell Soap, too, so I'll be a big dirl 'ike oo.'"

### REMOVE, IF IT ANNOYS.

Mrs. Howard Wheat, Treadwell, N. Y., writes:—"I have used Boraxine a long time and often refrain from using it, especially in washing white clothes, because of the red color which will be left on my fingers and go from them to the clothes,"

(OUR REPLY.)

Mrs. Howard Wheat.

Dear Madam:—The red glazed wrapper on Boraxine is too familiar by reason of the many millions that have been circulated to permit of changing it, if there were no other reason for not doing so. The red wrapper was selected in preference to any other color for what we believe to be weighty reasons. A paper which would be water-proof would be an unjustifiable extravagance, for which the consumer in the end would have to pay.

With a pair of scissors the upper half or more of the wrapper can be quickly cut away, leaving the lower part to keep the powder from sifting from the carton. Sincerely yours,

LARKIN SOAP CO.

### GOOD WISHES,

Emma J. Driscoll, East Liverpool, O., writes:—"I was much pleased to learn from the East Liverpool *Evening News-Review* that you are erecting a pottery for the manufacture of tableware.

"Although always signing myself as a housewife in my orders to you, I am employed as forewoman of the decorating department of one of our potteries, of which there are thirty in this 'Ceramic city', so I am much interested in your new department and trust you may meet with great success in this, as you have in many other branches.

"My only excuse is that I am one of your Larkin family, and, in spite of the fact that I am a very busy woman, have sent you at least a dozen orders. "My best wishes for your continued prosperity."

Mrs. F. W. McPherson, Kalamazoo, Mich., writes: "I have been reading The Larkin Idea, which is certainly one of the brightest little papers I know of, and, noticing your invitation to all customers to write short contributions, I accept at once.

"All who have used your Soaps and received the Premiums can speak in the highest praise of both. I have been an enthusiastic customer since last October and my interest increases every day; each box of Soap and Premium is received with more pleasure than the preceding one. I have had seven individual orders and have signed as many cash orders for others, for which I have received my Certificates: I expect to obtain many others. My Premiums are, the Morris Chair, Chautauqua Desk, Reed Tete-a-tete, Irish Point Lace Curtains, Ideal Lawnmower, and two of the Banner Acetylene Gas Bicycle Lamps. I can truthfully say that every one is better than we expected.

"I am now going to save enough Certificates to secure the No. 2 Sideboard. I shall succeed, for it is a pleasure to sell the Larkin Soap or to induce others to do so; it really sells itself. My husband takes his vacation in a short time and we expect to visit many of the small towns around here, where he has relatives; I intend to take the Larkin Premium List everywhere, and I shall no doubt secure several new customers. Were it anything but Larkin Soaps it would be work; as it is, I consider it great pleasure.

"I could say much more in praise of the Larkin system of doing business. Every ambitious person should become interested in the Larkin Soaps. I wish you success in every undertaking." Each utilization of a waste is an advance in civilization.

# A New Way to Earn Certificate Premiums.

ANY ONE-CERTIFICATE PREMIUM GIVEN FREE FOR TWELVE SOAP BOXES.

E offer to customers in the United States east of the Mississippi River, north of the Ohio River and Virginia, (except State of Maine east of Portland), a

# **One-Certificate Premium**

for twelve undamaged wooden Larkin Soap boxes, including covers.

When you have accumulated twelve boxes IN GOOD ORDER, with their covers so carefully removed that they have not been damaged, carefully tack (with nails not larger than 3d) each cover on its box, deliver them to Railroad Company for shipment by freight to

# Larkin Soap Co.

BUFFALO, N.Y.

Remove or cross off the address on our shipping tag. Tack on each box a tag on which our address is boldly written, and write (small) in lower left corner of tag,

"FROM (your name and address)."

Do not return boxes that appear already to have done ample service—which have obviously been refilled once.

Promptly mail to us at Buffalo the Bill of Lading. As soon as the boxes arrive they will be inspected, and if in good order the Premium you select, or a Certificate entitling you to it, will be sent you.

If you are in doubt whether your boxes are in condition to pass inspection and entitle you to the Premium, ship a generous dozen, say not less than fifteen, adding the extra ones to make good deficiency in quality.

# Larkin Soap Co. Buffalo, N. Y.